Z Series

MP3 Player

SALES PACK

THE SMARTER MP3 PLAYER

ACCESS TO OVER 200,000 APPS

4.3” LED DISPLAY

THROW TO TVS OR A HI-FI

SONY
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FOR MUSIC LOVERS, BY MUSIC LOVERS

S-Master MX

HI-FI GRADE SOUND

XLOUD SPEAKER BUILT IN

Music Unlimited

6 MONTHS MUSIC STREAMING INCLUDED

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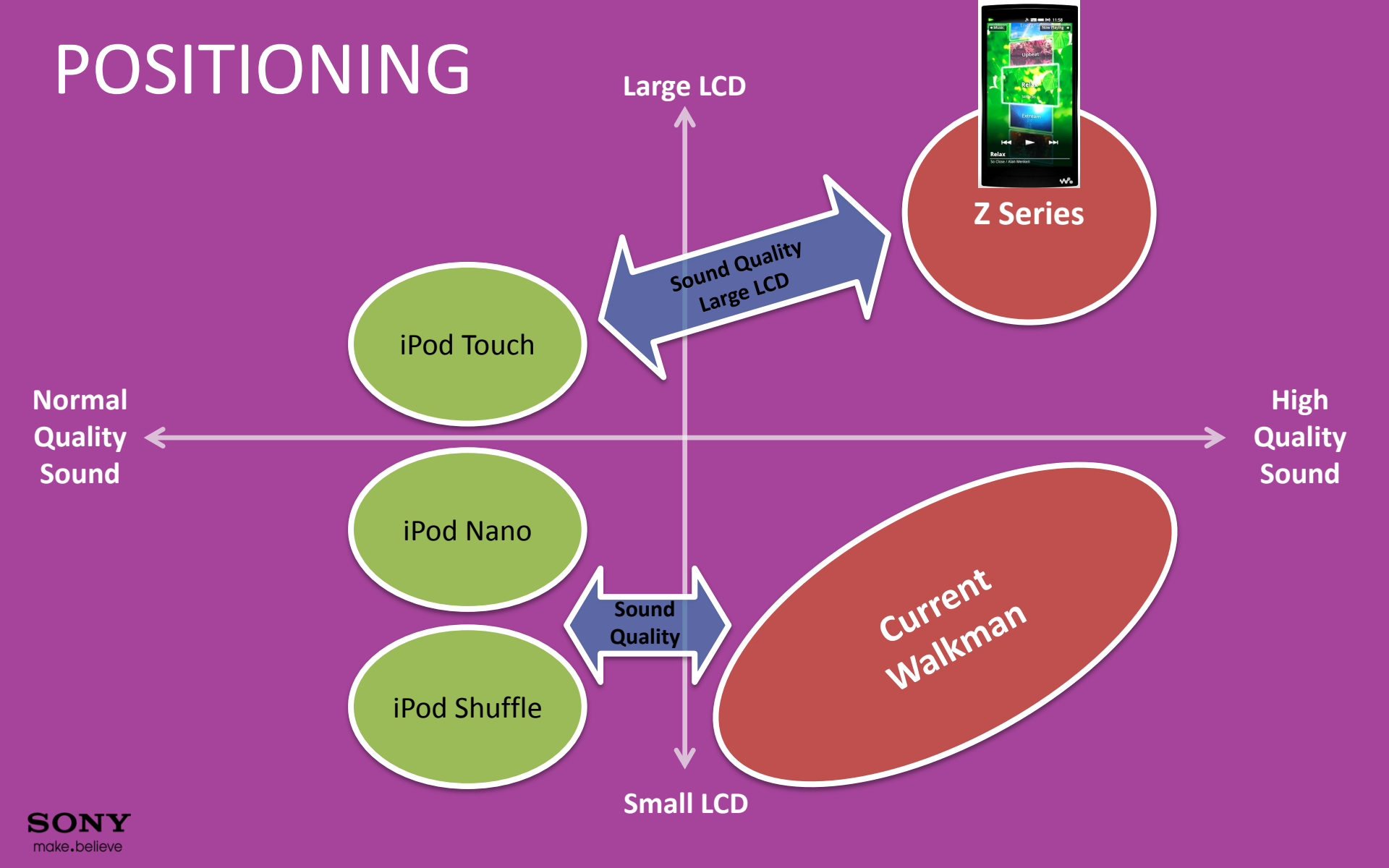
POSITIONING



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Z SERIES

S-MASTER MX DIGITAL AMPLIFIER

4.3” LED TOUCH DISPLAY

XLOUD SPEAKER TECHNOLOGY

BLUETOOTH STREAMING & SHARING

WI-FI BUILT IN

ANDROID MARKET

HDMI OUTPUT

FM RADIO

1 TOUCH ‘WALKMAN BUTTON’

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ACCESSORIES

PROTECT YOUR Z SERIES

CKL-NWZ1000

Leather Flip Case

CKM-NWZ1000

Silicon Case

PLAY YOUR Z SERIES OUT LOUD

RDP-NWD300

Stereo Speaker

SRS-NWGU50

Stereo Speaker

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DATES + PRICES + CODES

LAUNCH DATE	ANNOUNCED JANUARY 2012
STOCK INCOMING	W/C 13TH FEBRUARY 2012
MODEL	NWZ-Z1060B.4CEW
SAP CODE	4905524855852

ASSETS

LIFESTYLE + PRODUCT PHOTOGRAPHY	AVAILABLE NOW
360 DEGREE FLASH ASSET	AVAILABLE NOW
LEAFLETS & FLYERS	AVAILABLE NOW

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SPECIFICATIONS

Capacity	32GB – up to 8,000 songs or 128 hours of video
Storage type	Flash Memory
Audio support	MP3 / AAC /HE-AAC / WMA / Linear PCM
Video support	MPEG4 / AVC (H.264 Baseline) / WMV
Photo support	JPEG (Baseline)
Display	4.3” TFT color display, WVGA (800x480)
Touch Panel	Yes
Bluetooth	Bluetooth 2.1 EDR (AVRCP A2DP OPP)
FM Radio	Yes
Wall Paper	Yes
Photo slideshow	Yes
PC application	Media Go v2.0
Battery Life	Up to 14 hours music playback

SPECIFICATIONS

Search	List view	Yes
Play Mode	SensMe Channel	Yes
	Repeat	Yes
	Shuffle	Yes
Sound Quality	Digital Amplifier	S-master MX
	DSEE	Y
	Clear Stereo	Y
	Clear Base	Y
	Equalizer	Yes (5 bands)
	VPT acoustic engine	Yes (5 types)
	Dynamic Normalizer	Yes
	Clear phase	Yes
	xLOUD	Yes
Connectivity	Wi-Fi	802.11b/g/n
	Headphones output	Yes
	HDMI output	Yes
	PC connection	Hi-Speed USB WM-PORT

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SPECIFICATIONS

Platform	Android™ version 2.3
CPU	NVIDIA® Tegra™ 2 mobile processor 1GHz
Android Market	Yes
RAM	512MB
G sensor	Yes
Speaker	Yes (Mono)
DLNA	Yes
Entertainment	Music Player Video Player DLNA Photo Viewer
Web Content/Service	Browser YouTube™ Gmail Mail
Useful Application	Select App Calendar Maps Android™ market
Walkman Application	FM Radio

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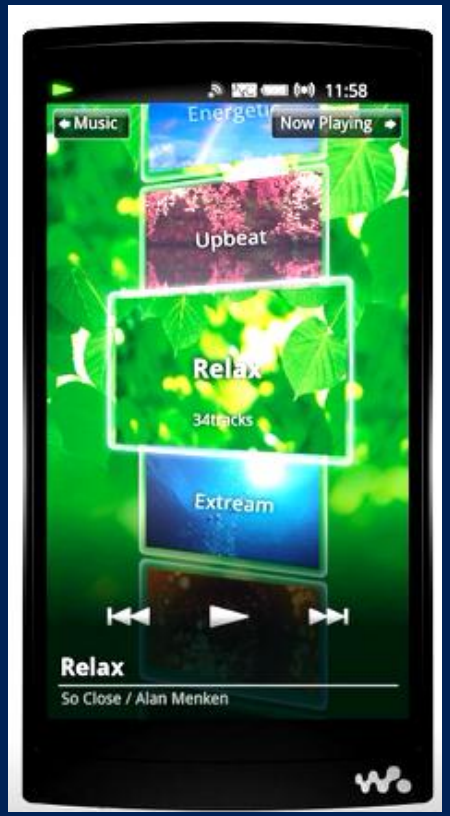
Z Series

MP3 Player

Detailed info

SONY'S ONE-OF-A-KIND HIGH QUALITY SOUND TECHNOLOGY



S-master MX

Full digital reproduction of audio, allows for superb noise reduction and distortion free sound. Faithfully reproduces all the details from the highs to the lows

CLEAR BASS — Reproduces rich, deep bass sounds without distortion

CLEAR STEREO (L R) — Stops audio signals leaking between left and right channels

DSEE — Improves audio quality by restoring high frequencies that are lost during compression

13.5 mm EX-HP — Experience rich playback and supreme comfort with these headphones

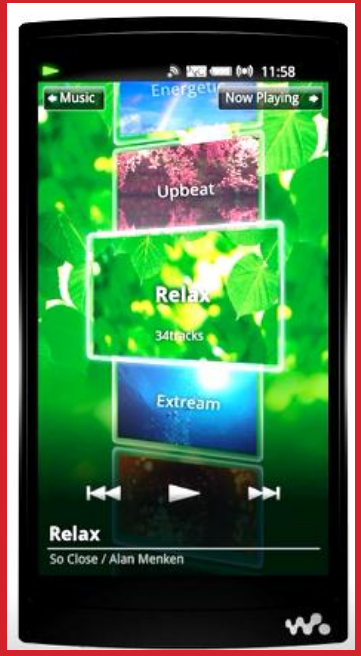
VPT™ — Experience surround sound with VPT technology

Dynamic Normalizer — Automatically balances the volume level between songs

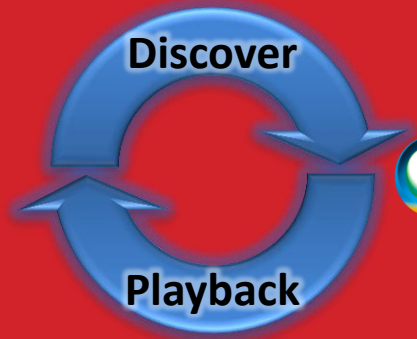
CLEAR PHASE — Optimizes the sound quality to match the performance of the speakers

xLOUD — Enjoy high sound levels even with small speakers

DISCOVER



Active Music Experience

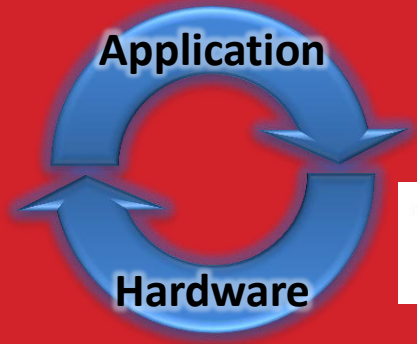


"Music Discovery"
"Ultimate Music Experience"

Music Unlimited

S-MASTER MX
CLEAR BASS
CLEAR STEREO
VPT

Boundless Versatility



"Sony Unique Hardware" enhance "Multi Application Experience"

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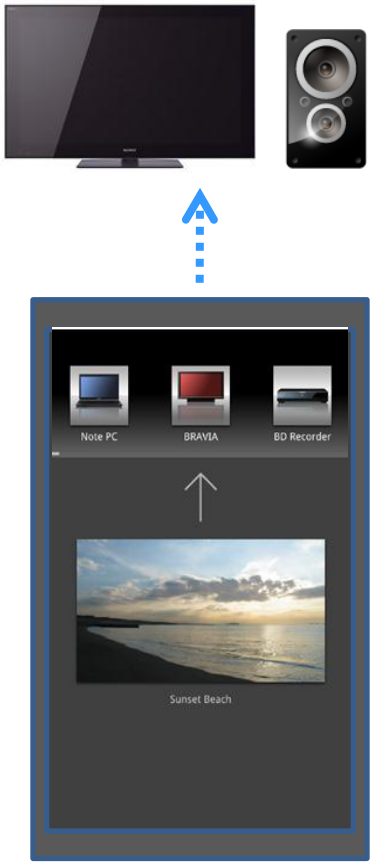
‘THROW’ DLNA FUNCTION

Step1

Connect with DLNA enabled devices



Step2

Drag & Drop content to target device icon

Step3

Playback on targeted DLNA device

DMP
DMC
Push to DMR

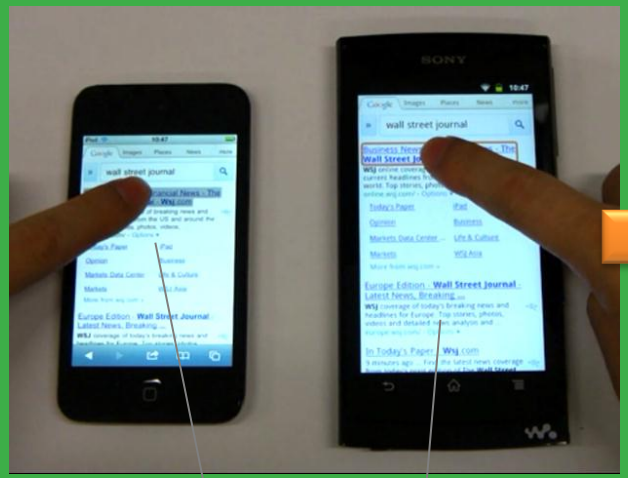
HDMI VIDEO OUTPUT

VIEW YOUR FAVORITE VIDEOS ON THE BIG SCREEN, JUST AS THEY WERE MEANT TO

STRESS-FREE WEB ACCESS WITH HIGH-PERFORMANCE CPU

(Example) Web Access Speed Comparison (Access to “WSJ.com”)

Start



Similar device in the market

Flagship Walkman

After 6sec

Display WSJ site.

After 11sec

Display WSJ site.

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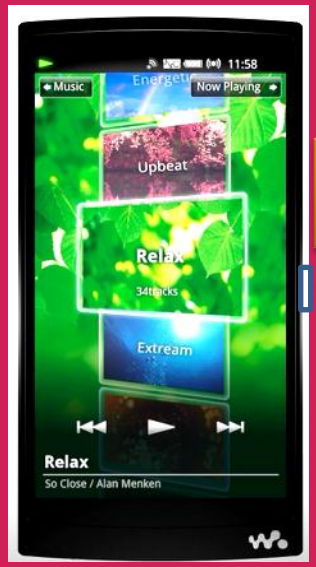
W. BUTTON

- The W.Button is a shortcut to controlling music instantly
- Launches a W.Control to play/stop/previous/next

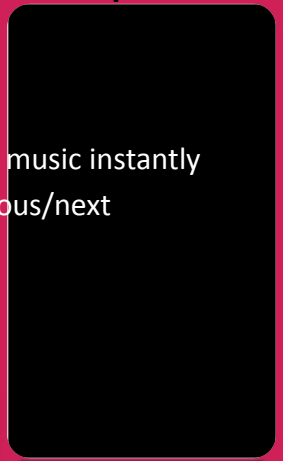


W. Button

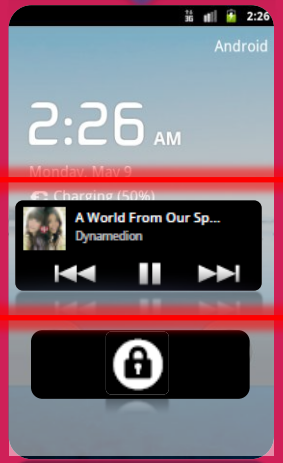
Display W.Control

- Play
- Stop
-Previous
- Next
- META

Sleep mode

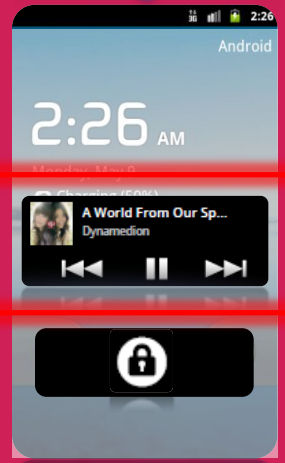


Push W.Button



Locked

Push W.Button



Power ON

Push W.Button

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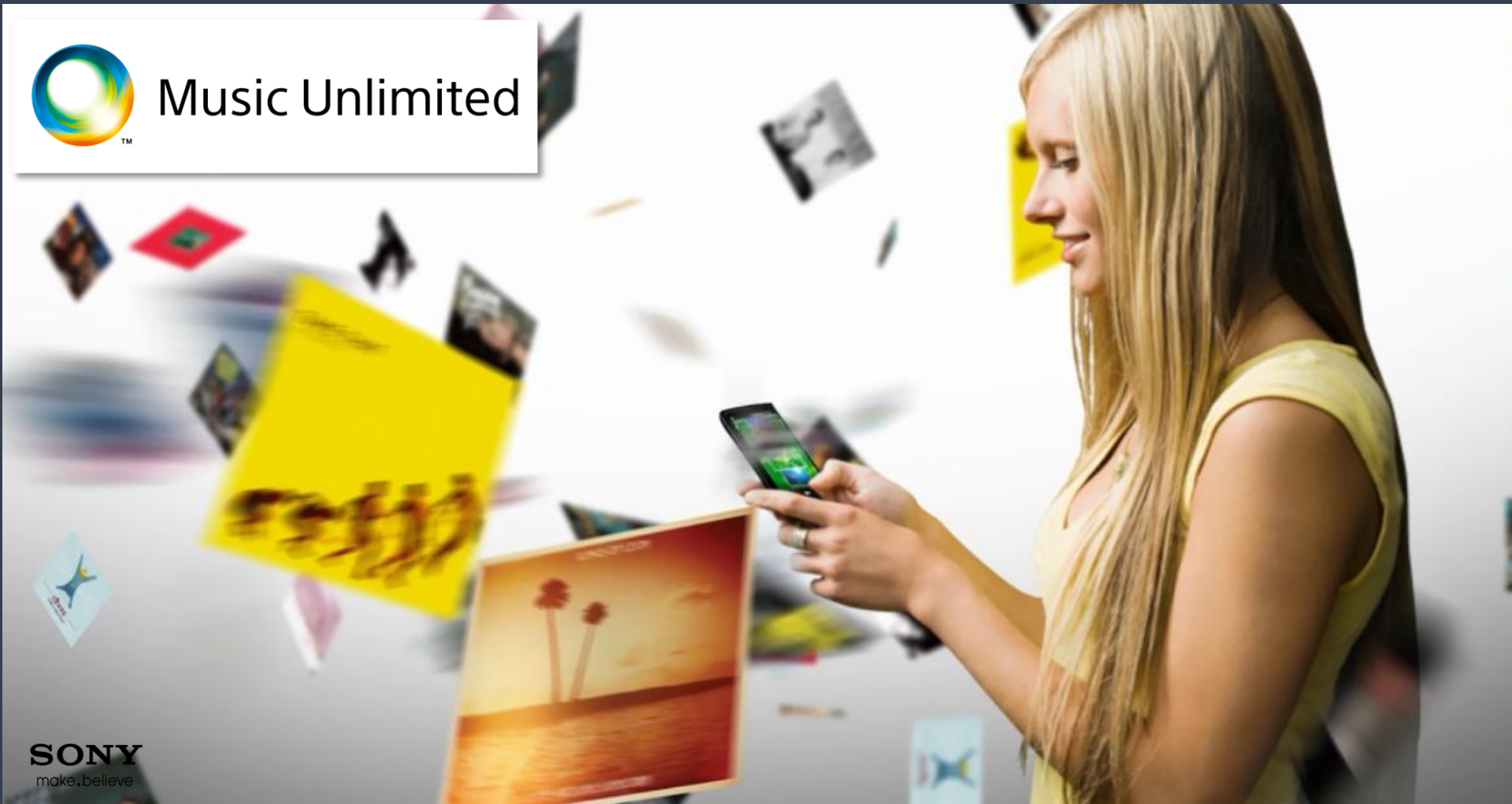
DISCOVER NEW MUSIC WITH MUSIC UNLIMITED

– ACCESS OVER 10MILLION TRACKS WITHOUT USING A PC



CONNECTIVITY BEYOND AUDIO DEVICES

Display

Stream

Connect

dlna HDMI Bluetooth

Music Unlimited